

ABSTRACT

In an information system wherein an information registering equipment, an information viewing equipment, and an information search equipment are interconnected by a computer network, a method of linking an object selected from content of interest rendered by media with its reference information and keyword information is disclosed. The information registering equipment transmits content/object identifying information to identify the area defined for the object selected from the content of interest, its reference information or a link to the reference information, and its keyword information to the information search equipment over the computer network. The information viewing equipment transmits the content/object identifying information and/or its keyword information to the information search equipment over the computer network. The information search equipment compares the content/object identifying information specifics and/or the keyword information specifics received from the information viewing equipment and the information registering equipment for matching. If matching occurs, the information search equipment transmits the reference information to the information viewing equipment over the computer network.

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